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CURRENT SERIAL RECORDS

PACKAGED FLUID MILK SALES IN FEDERAL MILK ORDER MARKETS

*By Size and Type of Containers,
and Distribution Method*

During November 1964

DAIRY DIVISION/CONSUMER AND MARKETING SERVICE
U.S. DEPARTMENT OF AGRICULTURE/WASHINGTON, D.C.



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This publication is based on sales data for November 1964. Data for November 1963 were issued in May 1965 as C&MS-11. Similar data for November 1962 were issued in July 1964 as AMS-538, under the same title, by the Agricultural Marketing Service. The name of the agency was changed to Consumer and Marketing Service, effective February 8, 1965.

ISSUED JULY 1966

PREFACE

This report summarizes available Federal milk order sales data on quantities of fluid milk products sold; the size of containers and type of packaging material used; and method of distribution.

Federal milk marketing orders on January 1, 1966, regulated the handling of milk in 74 designated marketing areas throughout the country. Sales by handlers in these markets represent nearly 50 percent of all milk sold to plants and dealers in the country and about two-thirds of that sold for fluid use.

The data in this publication were obtained from market administrators of 71 of the 77 Federal order markets which were in effect in November 1964. On a yearly basis, it is estimated that packaged sales by handlers in these markets represent about 54 percent of all milk sold by all plants and dealers in the country for fluid use.

DEFINITIONS

Products. Sales data are shown for product groups rather than for all of the different fluid milk products. Whole milk products (plain and flavored) comprise the major product group, and account for 87 percent of total fluid milk sales. Skim milk products make up the next largest group, which comprises plain and fortified skim milk (including 2 percent butterfat and low fat milk), skim milk drinks, and buttermilk. Sales of milk and cream mixtures (half and half) are reported as mixtures. Cream sales are combined for light, heavy, and sour cream. Total fluid milk sales represent combined sales of the four groups of products.

Container Size. Quantities are shown for product groups in each of the following sizes of containers: Gallons, half gallons, quarts, pints, half pints, "other" and bulk. Sales in units smaller than one gallon, not specified, are included in "other." Bulk sales include sales in units of 5-10 quarts and over 10 quarts.

Type of Container. Sales are categorized by glass, paper, plastic, and metal cans. The paper category includes plastic-coated and wax-coated paper containers. Plastic includes rigid plastic containers, one gallon or smaller, and corrugated boxes with plastic liners, larger than one gallon. Corrugated boxes of the type used in dispenser units is the major type included in the "plastic" category. Metal cans, larger than one gallon, are also shown.

Method of Distribution. Sales are divided into wholesale and home-delivered. Wholesale includes all sales other than home-delivered.

NUMBER OF CONTAINERS

The data in this report are for volume weights of milk in thousand pounds. The number of each size of container can be determined by dividing the weights shown in the report by the following conversion factors:

Products	Conversion factors - pounds per:					
	: Gal.	: $\frac{1}{2}$ Gal.	: Quart	: Pint	: $\frac{1}{3}$ Quart	: $\frac{1}{2}$ Pint
Whole milk items	: 8.60	: 4.300	: 2.1500	: 1.07500	: 0.716667	: 0.537500
Skim milk items	: 8.62	: 4.310	: 2.1550	: 1.07750	: 0.718333	: 0.538750
Mixtures	: 8.55	: 4.275	: 2.1375	: 1.06875	: 0.712500	: 0.534375
Cream items	: 8.45	: 4.225	: 2.1125	: 1.05625	: 0.704167	: 0.528125

SUMMARY

Total packaged fluid sales by handlers regulated in 71 Federal milk order markets, for which data on packaged sales were available, are reported in table 1.

Complete data on packaged sales by size, type, and method of distribution for each of the four product groups and for total fluid milk products were available for 67 markets and are summarized in table 2. Complete data for whole milk for 58 individual markets are reported in table 3. Less complete information available for all markets has been summarized in tables 4 through 8.

Products. In 67 markets, sales of whole milk were 87 percent of total fluid sales; skim milk represented 10 percent of the total; mixtures 2 percent; and cream, about 1 percent of total fluid milk sales. (See table 2.)

Container Size. Over one-half of whole milk and skim milk sales were in half-gallon containers. Sales of milk and cream mixtures were made predominantly in smaller containers with quarts and pints representing 92 percent of total sales in this group. Fifty percent of cream sales were in half-pint containers. Bulk unit sales represented less than 6 percent of total fluid sales, ranging from 2 percent in milk and cream mixtures to 11 percent in cream. The majority of these sales are made at the wholesale level and in metal cans. The sales in metal cans accounted for 53 percent of the sales in the "bulk" category.

All market totals indicate that 53 percent of the volume of fluid milk sales were in half-gallon containers. Sales in half gallons, however, ranged from 15 percent of total fluid sales in Clarksburg to 76 percent in the Youngstown-Warren market. In 40 of 68 reporting markets, half gallons represented over 50 percent of total fluid sales. Although bulk sales were minor in comparison to all market totals, such sales represented 10 percent or more of total fluid sales in 10 of 68 reporting markets. (See table 4.)

Type of Container. Sales in paper containers accounted for 62 percent of the sales of whole milk, 75 percent of skim milk, 85 percent of mixtures, and 76 percent of cream sales. Paper was the predominant type of material used in all container sizes with the exception of gallons. Sales in glass represented 61 percent of total gallon sales. Sales in glass containers, though in the minority, are prominent at the home-delivered level. Fifty-two markets reported sales in some type of plastic container, accounting for about 3 percent of total fluid sales. Forty-three markets reported sales in plastic (bag in box) containers. These plastic (bag in box) sales, although slightly less than one-half of total bulk sales, are predominant at the home-delivered level. Sales in rigid plastic containers, reported in 40 markets, accounted for slightly less than 6 percent of sales in the "plastic" category. Sales in gallon containers accounted for 96 percent of total sales in rigid plastic containers.

Although all markets as a group reported paper as the most common type of container used, the percentage of such containers used in the sale of fluid milk ranged from 36 percent in Rock River Valley to 95 percent of the volume of fluid milk sales in Lubbock-Plainview, Paducah, and Southwest Kansas markets. Sales in paper containers were 70 percent or more of total fluid sales in 38 of 68 reporting markets. (See Table 4.)

Method of Distribution. Sales to wholesale outlets exceeded home deliveries by a large amount for all product groups. This method of distribution accounted for 72 percent of whole milk sales, 66 percent of skim milk, 80 percent of mixtures, and 86 percent of cream sales.

Wholesale method of delivery ranged from 39 percent of the volume of fluid milk sales in Sioux Falls-Mitchell to 96 percent in the Red River Valley market. Sales at the wholesale level represented 70 percent or more of total fluid sales in 46 of 65 reporting markets. (See table 4.)

Table 1.--Total packaged fluid milk sales by handlers regulated in 71 Federal milk order markets,
November 1964

Marketing area	Total fluid milk		Marketing area	Total fluid milk
	<u>1,000 lb.</u>			<u>1,000 lb.</u>
Appalachian	16,772		Neosho Valley	6,915
Austin-Waco	12,197		New Orleans	25,262
Black Hills	2,889		North Central Iowa	15,223
Cedar Rapids-Iowa City	11,408		North Central Ohio	14,317
Central Arizona	32,470		North Texas	63,023
Central Arkansas	20,418		Northeastern Ohio	96,663
Central West Texas	13,034		Northeastern Wisconsin	23,569
Chattanooga	14,579		Northern Louisiana	13,268
Chicago	200,596		Oklahoma Metropolitan	36,605
Cincinnati	36,261		Ozarks	14,262
Clarksburg	5,428		Paducah	7,364
Colorado Springs-Pueblo	4,320		Puget Sound	44,392
Columbus	36,355		Quad Cities-Dubuque	14,477
Connecticut	72,971		Red River Valley	14,015
Corpus Christi	12,829		Rio Grande Valley	25,421
Dayton-Springfield	29,202		Rock River Valley	9,298
Delaware Valley	119,398		St. Joseph	8,564
Des Moines	20,843		St. Louis	53,621
Duluth-Superior	7,145		San Antonio	17,650
Eastern Colorado	36,606		Sioux City	3,409
Eastern South Dakota	2,499		Sioux Falls-Mitchell	7,324
Fort Wayne	16,866		South Bend-LaPorte-Elkhart	11,314
Indianapolis	66,269		Southeastern Florida	39,469
Inland Empire	10,255		Southern Michigan	184,852
Kansas City	45,623		Southwest Kansas	3,375
Knoxville	14,261		Suburban St. Louis	21,054
Louisville-Lexington- Evansville	53,882		Texas Panhandle	12,087
Lubbock-Plainview	6,331		Toledo	21,864
Madison	15,040		Tri-State	30,820
Memphis	22,750		Upper Chesapeake Bay	46,257
Michigan Upper Peninsula	7,378		Washington, D. C.	59,643
Milwaukee	59,026		Western Colorado	2,804
Minneapolis-St. Paul	56,289		Wheeling	11,551
Mississippi Delta	9,187		Wichita	14,919
Nashville	23,192		Youngstown-Warren	14,196
Nebraska-Western Iowa	34,831			
			TOTAL (71 markets)	2,138,247

Table 2.--Summary of fluid milk sales by handlers regulated in 67 Federal milk order markets 1/, November 1964 (Sales by method of distribution and size and type of containers)

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL (Whse. & Home-delivered)			
	Glass	Paper	Plastic	Sub-total	Glass	Paper	Plastic	Sub-total	Glass	Paper	Plastic	Grand total
Thousand pounds												
WHOLE MILK ITEMS 2/												
Gallons	93,226	97,339	2,555	193,120	85,097	9,509	76	94,682	178,323	106,848	2,631	287,802
Half gallons	73,800	555,002	72	628,874	171,456	80,508	1	251,965	245,256	635,510	73	880,839
Quarts	10,990	81,163	1	92,154	70,823	16,928	---	87,751	81,813	98,091	1	179,905
Pints	696	16,778	---	17,474	138	858	---	996	834	17,636	---	18,470
Half pints	15,698	155,798	1	171,497	1,362	6,307	---	7,669	17,060	162,105	1	179,166
Other	95	6,173	---	6,268	20	332	---	352	115	6,505	---	6,620
Bulk:												
(5-10 qts.)	6,489	---	2,251	8,740	98	---	9,621	9,719	6,587	---	11,872	18,459
(over 10 qts.)	38,746	---	30,876	69,622	3,896	---	2,044	5,940	42,642	---	32,920	75,562
Total	194,505	912,253	35,756	1,187,749	328,896	114,442	11,742	459,074	523,401	1,026,695	47,498	1,646,823
SKIM MILK ITEMS 3/												
Gallons	1,668	5,213	13	6,894	3,980	460	1	4,441	5,648	5,673	14	11,335
Half gallons	5,861	78,900	0	84,761	15,445	21,900	0	37,345	21,306	100,800	0	122,106
Quarts	2,181	28,250	0	30,431	15,963	7,805	0	23,768	18,144	36,055	0	54,199
Pints	63	2,554	0	2,617	77	173	0	250	140	2,727	0	2,867
Half pints	320	5,642	0	5,962	115	198	0	313	435	5,840	0	6,275
Other	8	404	0	412	14	20	0	34	22	424	0	446
Bulk:												
(5-10 qts.)	573	0	100	673	10	0	943	953	583	0	1,043	1,626
(over 10 qts.)	2,228	0	642	2,870	637	0	230	867	2,865	0	872	3,737
Total	10,101	120,963	755	134,620	35,594	30,556	1,174	67,971	45,695	151,519	1,929	202,591
MILK AND CREAM MIXTURES												
Gallons	141	60	0	201	10	5	0	15	151	65	0	216
Half gallons	265	861	0	1,126	26	63	0	89	291	924	0	1,215
Quarts	1,159	10,188	0	11,347	1,124	1,058	0	2,182	2,283	11,246	0	13,529
Pints	447	12,909	0	13,356	1,136	3,159	0	4,295	1,583	16,068	0	17,651
Half pints	83	160	0	243	68	25	0	93	151	185	0	336
Other	2	172	6	180	5	9	0	14	7	181	6	194
Bulk:												
(5-10 qts.)	120	0	24	144	5	0	0	5	125	0	24	149
(over 10 qts.)	358	0	308	666	7	0	1	8	365	0	309	674
Total	2,097	24,350	338	27,263	2,369	4,319	1	6,701	4,466	28,669	339	33,964

Continued-

Table 3.--Whole milk sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 58 Federal milk order markets 1/, November 1964 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
	Thousand pounds											
	LOUISVILLE-LEXINGTON-EVANSVILLE											
Gallons	1,582	5,332	:	6,914	2,132	392	:	2,524	3,714	5,724	:	9,438
Half gallons	286	14,547	:	14,833	3,466	2,840	:	6,306	3,752	17,387	:	21,139
Quarts	120	2,230	:	2,350	866	458	:	1,324	986	2,688	:	3,674
Pints	9	(R)	:	(R)	:	(R)	:	(R)	9	713	:	722
Half pints	1,033	5,597	:	6,630	116	43	:	159	1,149	5,640	:	6,789
Other	:	172	:	172	:	:	:	:	:	172	:	172
Bulk:	:	:	:	:	:	:	:	:	:	:	:	:
(5-10 qts.)	:	:	:	:	:	:	:	:	:	:	:	(R)
(over 10 qts.)	(R)	:	:	(R)	:	:	:	(R)	(R)	:	:	(R)
Total	3,030	(R)	(R)	36,110	6,580	(R)	(R)	10,440	9,610	32,324	(R)	46,550

LUBBOCK-PLAINVIEW

Gallons		654		654		199		199		853		853
Half gallons		2,025		2,025		1,044		1,044		3,069		3,069
Quarts		189		189		80		80		269		269
Pints		---		---		---		---		---		---
Half pints		632		632		9		9		641		641
Other												
Bulk:												
(5-10 qts.)		2		2		74		74		76		76
(over 10 qts.)		221		221		6		6		227		227
Total		3,500	223	3,723		1,332	80	1,412		4,832	303	5,135

MADISON

Gallons		---		---		---		---		---		---
Half gallons	423	3,451	3	3,877	2,203	1,527		3,730	2,626	4,978	3	7,607
Quarts	16	516		532	179	355		534	195	871		1,066
Pints												
Half pints	143	1,536		1,679	1	17		18	144	1,553		1,697
Other	15	40		55		1		1	15	41		56
Bulk:												
(5-10 qts.)				---				---				---
(over 10 qt.)	654		190	844	4		84	88	658		274	932
Total	597	5,543	193	6,987	2,383	1,900	84	4,371	2,980	7,443	277	11,358

Continued

Table 3.--Whole milk sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 58 Federal milk order markets 1/, November 1964 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
	Thousand pounds											
	MEMPHIS											
Gallons												
Half gallons	88	12,435		12,523	637	392		1,029	725	12,827		13,552
Quarts	32	1,314		1,346	157	76		233	189	1,390		1,579
Pints		526		526		5		5		531		531
Half pints	87	2,960		3,047		30		30	87	2,990		3,077
Other												
Bulk:												
(5-10 qts.)	---			---	---			---	---			---
(over 10 qt.)	923			923	21			21	944			944
Total	207	17,235		18,365	794	503		1,318	1,001	17,738		19,683

MICHIGAN UPPER PENINSULA

[illegible]

MILWAUKEE

Gallons	3,703	4,366	175	8,244	4,838	157	4,995	8,541	4,523	175	13,239
Half gallons	2,200	14,571		16,771	4,725	2,571	7,296	6,925	17,142		24,067
Quarts	302	1,389		1,691	1,071	385	1,456	1,373	1,774		3,147
Pints	18	188		206				18	188		206
Half pints	354	4,755		5,109		1	1	354	4,756		5,110
Other	13	278		291				13	278		291
Bulk:											
(5-10 qts.)			4	4			178			182	182
(over 10 qts.)	956		545	1,501	21		34	977		558	1,535
Total	6,590	25,547	724	33,817	10,634	3,114	13,960	17,224	28,661	915	47,777

Continued

Table 3.--Whole milk sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 58 Federal milk order markets 1/, November 1964 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
	Thousand pounds											
	NASHVILLE											
Gallons		1,501		1,501	10	75			85	10		1,586
Half gallons	60	8,814		8,874	622	2,159		2,781	682	10,973		11,655
Quarts	81	1,251		1,332	441	396		837	522	1,647		2,169
Pints		298		298		13		13		311		311
Half pints	35	2,711		2,746	1	73		74	36	2,784		2,820
Other												
Bulk:												
(5-10 qts.)												
(over 10 qts.)	809		119	928	14			14	823		119	942
Total	176	14,575	119	15,679	1,074	2,716		3,804	1,250	17,291	119	19,483
	NEBRASKA-WESTERN IOWA											
Gallons	184	952		1,136	912	49			961	1,096		2,097
Half gallons	345	11,110		11,455	1,810	4,569		6,379	2,155	15,679		17,834
Quarts	88	1,669		1,757	755	1,094		1,849	843	2,763		3,606
Pints												
Half pints	362	2,423		2,785	1	63		64	363	2,486		2,849
Other												
Bulk:												
(5-10 qts.)			212	212			139	139			351	351
(over 10 qts.)	1,715			1,715	162			162	1,877			1,877
Total	979	16,154	212	19,060	3,478	5,775	139	9,554	4,457	21,929	351	28,614
	NEOSHO VALLEY											
Gallons	27	1,453		1,480	7	66			73	34		1,553
Half gallons	77	2,755		2,832	104	188		292	181	2,943		3,124
Quarts	9	308		317	44	50		94	53	358		411
Pints												
Half pints	161	534		695	1	152		153	162	686		848
Other		142		142						142		142
Bulk:												
(5-10 qts.)												
(over 10 qts.)												
Total	274	5,192		5,466	156	456		612	430	5,648		6,078

Continued

Continued

Table 3.--Whole milk sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 58 Federal milk order markets 1/, November 1964 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	:		:		:		:		:		:	
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total
Thousand pounds												
NORTH CENTRAL OHIO												
Gallons	492	1,070	719	2,281	642		1	643	1,134	1,070		720
Half gallons	813	3,883		4,696	1,482	575		2,057	2,295	4,458		
Quarts	96	478		574	284	138		422	380	616		
Pints		63		63	1	11		12	1	74		
Half pints	299	1,572		1,871		6		6	299	1,578		
Other												
Bulk:												
(5-10 qts.)												
(over 10 qts.)	484			484	1			1	485			
Total	1,700	7,066	719	9,969	2,409	730	1	3,141	4,109	7,796	720	13,110
NORTH TEXAS												
Gallons	6,977	7,298		14,275	1,798	118		1,916	8,775	7,416		16,191
Half gallons	258	20,438		20,696	2,527	2,231		4,758	2,785	22,669		25,454
Quarts	50	2,367		2,417	530	197		727	580	2,564		3,144
Pints	6	1,738		1,744	0	18		18	6	1,756		1,762
Half pints	183	5,348		5,531	3	70		73	186	5,418		5,604
Other												
Bulk:												
(5-10 qts.)			124	124			573	573			697	697
(over 10 qts.)			2,496	2,496							2,496	2,496
Total	7,474	37,189	2,620	47,283	4,858	2,634	573	8,065	12,332	39,823	3,193	55,348
NORTHEASTERN OHIO												
Gallons												
Half gallons	5/	20,318		41,438	22,542	856		23,398	42,860	21,976		64,836
Quarts		602		3,825	6,471	312		6,783	7,073	3,535		10,608
Pints		34		1,117	2	44		46	36	1,127		1,163
Half pints		2,385		7,540	45	97		142	2,430	5,252		7,682
Other												
Bulk:												
(5-10 qts.)												
(over 10 qts.)		808		808	66		183	249	874		183	1,057
Total		23,339	30,581	54,728	29,060	1,309	183	30,618	52,399	31,890	183	85,346
Continued												

Table 3.--Whole milk sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 58 Federal milk order markets 1/, November 1964 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
Thousand pounds												
NORTHEASTERN WISCONSIN												
Gallons	1,370	1,315	13	2,698	1,089	481		1,570	2,459	1,796	13	4,268
Half gallons	346	4,861		5,207	1,918	2,880		4,798	2,264	7,741		10,005
Quarts	104	969		1,073	907	944		1,851	1,011	1,913		2,924
Pints	3			3	1			1	4			4
Half pints	413	1,738		2,151	36	152		188	449	1,890		2,339
Other 1/3 qts.	9	369		378	1	86		87	10	455		465
Bulk:												
(5-10 qts.)			16	16			99	99			115	115
(over 10 qts.)	163			163					163			163
Total	2,245	9,252	29	11,689	3,952	4,543	99	8,594	6,197	13,795	128	20,283
OKLAHOMA METROPOLITAN												
Gallons	825	4,076		4,901	1,983	225		2,208	2,808	4,301		7,109
Half gallons	344	12,863		13,207	2,279	1,831		4,110	2,623	14,694		17,317
Quarts	68	1,566		1,634	446	190		636	514	1,756		2,270
Pints		6		6				0		6		6
Half pints	62	2,742		2,804	3	514		517	65	3,256		3,321
Other 1/3 qts.	4	242		246		13		13	4	255		259
Bulk:												
(5-10 qts.)			86	86			1,310	1,310			1,396	1,396
(over 10 qts.)	171		938	1,109	2		10	12	173		948	1,121
Total	1,303	21,495	1,024	23,993	4,711	2,773	1,320	8,806	6,014	24,268	2,344	32,799
OZARKS 6/												
Gallons	39	1,884		1,923	173	111		284	212	1,995		2,207
Half gallons		4,955		4,955	46	533		579	46	5,488		5,534
Quarts		547		547	31	77		108	31	624		655
Pints		1		1	4			4	4	1		5
Half pints		1,880		1,880	38	42		80	38	1,922		1,960
Other												
Bulk:												
(5-10 qts.)												
(over 10 qts.)	1,921			1,921	71			71	1,992			1,992
Total	39	9,267		11,227	292	763		1,126	331	10,030		12,353

Continued

Table 3.--Whole milk sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 58 Federal milk order markets 1/, November 1964 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
	Thousand pounds											
	PADUCAH 6/											
Gallons			465			102			102			567
Half gallons			3,053			462			462			3,515
Quarts	2		441		6	131			137	8		580
Pints			91			2			2			93
Half pints			1,090									1,090
Other 1/3 qts.			88									88
Bulk:												
(5-10 qts.)												
(over 10 qt.) 7/	379								379			379
Total	2	5,228			6	697			703	8		5,925
												6,312
QUAD CITIES-DUBUQUE												
Gallons						1			1,498			1,407
Half gallons						647			1,847			3,176
Quarts						191			785			625
Pints										1		7
Half pints						8			10			1,180
Other 1/3 qts.						4			4			225
Bulk:												
(5-10 qts.)												38
(over 10 qts.)	510								38			510
Total	1,418	5,769			3,293	851			4,182	4,711		6,620
												11,879
RED RIVER VALLEY												
Gallons						23			81			1,087
Half gallons						157			241			6,004
Quarts						34			88			585
Pints						1			1			64
Half pints						15			15			1,771
Other												
Bulk:												
(5-10 qts.)												
(Over 10 qts.)	959								27			29
Total	283	9,281	1,889		196	230			454	479		9,511
												12,866

Continued

Table 3.--Whole milk sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 58 Federal milk order markets 1/November 1964 - Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
Thousand pounds												
RIO GRANDE VALLEY												
Gallons		508		508		21		21		529		529
Half gallons	245	11,000		11,245	2,358	1,906		4,264	2,603	12,906		15,509
Quarts	27	749		776	206	184		390	233	933		1,166
Pints		30		30		8/		8/		30		30
Half pints	2	3,200		3,202	13	43		56	15	3,243		3,258
Other												
Bulk:												
(5-10 qts.)	205			205	37			37	242			242
(over 10 qts.)	1,849			1,849	328			328	2,177			2,177
Total	274	15,487		17,815	2,577	2,154		5,096	2,851	17,641		22,911
ROCK RIVER VALLEY												
Gallons	1,389	22		1,411	879			879	2,268	22		2,290
Half gallons	60	850		910	1,435	533		1,968	1,495	1,383		2,878
Quarts	22	105		127	303	125		428	325	230		555
Pints	3	16		19	2			2	5	16		21
Half pints	154	708		862	36	19		55	190	727		917
Other 1/3 Qts.	3	203		206		3		3	3	206		209
Bulk:												
(5-10 qts.)	3			12				35	3			47
(over 10 qts.)	573			720	108			138	681			858
Total	1,631	1,904	156	4,267	2,655	680	65	3,508	4,286	2,584	221	7,775
ST. LOUIS 6/												
Gallons	520	4,948		5,468	305	309		614	825	5,257		6,082
Half gallons	960	19,777		20,737	4,904	1,098		6,002	5,864	20,875		26,739
Quarts	159	1,566		1,725	434	111		545	593	1,677		2,270
Pints	2	230		232		2		2	2	232		234
Half pints	302	4,874		5,176	3	11		14	305	4,885		5,190
Other 1/3 Qt.		25		25						25		25
Bulk:												
(5-10 qts.)												
(over 10 qt.) 7/	1,925			1,925	25			25	1,950			1,950
Total	1,943	31,420		35,288	5,646	1,531		7,202	7,589	32,951		42,490

Continued

Continued

Table 3.--Whole milk sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 58 Federal milk order markets 1/, November 1964 -Con.

[illegible]

LUBBOCK-PLAINVIEW!

Gallons	654	:	:	654	:	:	199	:	:	199	:	:	853	:	:	853	:	:
Half gallons	2,025	:	:	2,025	:	:	1,044	:	:	1,044	:	:	3,069	:	:	3,069	:	:
Quarts	189	:	:	189	:	:	80	:	:	80	:	:	269	:	:	269	:	:
Pints	---	:	:	---	:	:	---	:	:	---	:	:	---	:	:	---	:	:
Half pints <u>4/</u>	632	:	:	632	:	:	9	:	:	9	:	:	641	:	:	641	:	:
Other	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
Bulk:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
(5-10 qts.)	:	:	2	:	2	:	:	:	:	74	:	:	:	:	:	76	:	76
(over 10 qts.)	:	:	221	:	221	:	:	:	:	6	:	:	:	:	:	227	:	227
Total	3,500	:	223	:	3,723	:	:	1,332	:	80	:	1,412	:	4,832	:	303	:	5,135

MADISON

[illegible]

Continued

Table 3.--Whole milk sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 58 Federal milk order markets 1/, November 1964 -Con.

Size of container	WHOLESALE			HOME-DELIVERED			TOTAL			Grand total		
	Glass	Paper	Plas- tic	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Grand total
Thousand pounds												
NASHVILLE												
Gallons		1,501		10	75		85	10	1,576			1,586
Half gallons	60	8,814		622	2,159		2,781	682	10,973			11,655
Quarts	81	1,251		441	396		837	522	1,647			2,169
Pints		298			13		13		311			311
Half pints	35	2,711		1	73		74	36	2,784			2,820
Other												
Bulk:												
(5-10 qts.)												
(over 10 qts.)	809		119	14			14	823			119	942
Total	176	14,575	119	1,074	2,716		3,804	1,250	17,291		119	19,483
NEBRASKA-WESTERN IOWA												
Gallons	184	952		912	49		961	1,096	1,001			2,097
Half gallons	345	11,110		1,810	4,569		6,379	2,155	15,679			17,834
Quarts	88	1,669		755	1,094		1,849	843	2,763			3,606
Pints												
Half pints	362	2,423		1	63		64	363	2,486			2,849
Other												
Bulk:												
(5-10 qts.)			212			139	139				351	351
(over 10 qts.)	1,715			162			162	1,877				1,877
Total	979	16,154	212	3,478	5,775	139	9,554	4,457	21,929		351	28,614
NEOSHO VALLEY												
Gallons	27	1,453		7	66		73	34	1,519			1,553
Half gallons	77	2,755		104	188		292	181	2,943			3,124
Quarts	9	308		44	50		94	53	358			411
Pints												
Half pints	161	534		1	152		153	162	686			848
Other		142							142			142
Bulk:												
(5-10 qts.)												
(over 10 qts.)												
Total	274	5,192		156	456		612	430	5,648			6,078

Continued

Table 3.--Whole milk sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 58 Federal milk order markets 1/, November 1964 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL				
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	(Wholesale & Home-delivered)			Grand total	
									Glass	Paper	Plas- tic		
Thousand pounds													
NEW ORLEANS													
Gallons	875	(R)	:	(R)	856	(R)	:	(R)	:	1,731	316	:	2,047
Half gallons	146	7,631	:	7,777	1,512	1,938	:	3,450	:	1,658	9,569	:	11,227
Quarts	274	2,543	:	2,817	1,840	613	:	2,453	:	2,114	3,156	:	5,270
Pints	:	457	:	457	:	24	:	24	:	:	481	:	481
Half Pints	501	2,453	:	2,954	1	14	:	15	:	502	2,467	:	2,969
Other	:	:	:	:	:	:	:	:	:	:	:	:	:
Bulk:	:	:	:	:	:	:	:	:	:	:	:	:	:
(5-10 qts.)	:	:	(R)	(R)	:	:	:	(R)	:	:	:	(R)	(R)
(over 10 qts.)	(R)	:	:	(R)	:	:	:	:	:	(R)	:	:	(R)
Total	1,796	(R)	:	15,927	4,209	(R)	:	6,820	:	6,005	15,989	(R)	22,747
NORTH CENTRAL IOWA													
Gallons	432	296	:	728	416	20	:	436	:	848	316	:	1,164
Half gallons	205	4,986	:	5,191	713	1,349	:	2,062	:	918	6,335	:	7,253
Quarts	150	505	:	655	368	175	:	543	:	518	680	:	1,198
Pints	:	8	:	8	:	1	:	1	:	:	9	:	9
Half pints	93	1,066	:	1,159	138	90	:	228	:	231	1,156	:	1,387
Other	:	:	:	:	:	:	:	:	:	:	:	:	:
Bulk:	:	:	:	:	:	:	:	:	:	:	:	:	:
(5-10 qts.)	:	:	179	179	:	:	189	189	:	:	:	368	368
(over 10 qts.)	623	:	:	623	241	:	:	241	:	864	:	:	864
Total	880	6,861	179	8,543	1,635	1,635	189	3,700	:	2,515	8,496	368	12,243

Continued

Table 3.--Whole milk sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 58 Federal milk order markets 1/, November 1964 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
Thousand pounds												
NORTH CENTRAL OHIO												
Gallons	492	1,070	719	2,281	642		1	643	1,134	1,070	720	2,924
Half gallons	813	3,883		4,696	1,482	575		2,057	2,295	4,458		6,753
Quarts	96	478		574	284	138		422	380	616		996
Pints		63		63	1	11		12	1	74		75
Half pints	299	1,572		1,871		6		6	299	1,578		1,877
Other												
Bulk:												
(5-10 qts.)												
(over 10 qts.)	484			484	1			1	485			485
Total	1,700	7,066	719	9,969	2,409	730	1	3,141	4,109	7,796	720	13,110
NORTH TEXAS												
Gallons	6,977	7,298		14,275	1,798	118		1,916	8,775	7,416		16,191
Half gallons	258	20,438		20,696	2,527	2,231		4,758	2,785	22,669		25,454
Quarts	50	2,367		2,417	530	197		727	580	2,564		3,144
Pints	6	1,738		1,744	0	18		18	6	1,756		1,762
Half pints	183	5,348		5,531	3	70		73	186	5,418		5,604
Other												
Bulk:												
(5-10 qts.)				124				573			697	697
(over 10 qts.)				2,496							2,496	2,496
Total	7,474	37,189	2,620	47,283	4,858	2,634	573	8,065	12,332	39,823	3,193	55,348
NORTHEASTERN OHIO												
Gallons												
Half gallons	5/	20,318		41,438	22,542	856		23,398	42,860	21,976		64,836
Quarts		602		3,825	6,471	312		6,783	7,073	3,535		10,608
Pints		34		1,117	2	44		46	36	1,127		1,163
Half pints		2,385		7,540	45	97		142	2,430	5,252		7,682
Other												
Bulk:												
(5-10 qts.)												
(over 10 qts.)		808		808	66			249	874		183	1,057
Total	23,339	30,581		54,728	29,060	1,309	183	30,618	52,399	31,890	183	85,346

Continued

Continued

Table 3.--Whole milk sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 58 Federal milk order markets 1/November 1964 - Con.

[illegible]

ROCK RIVER VALLEY

Gallons	1,389	22	:	1,411	:	879	:	879	:	2,268	:	22	:	2,290
Half gallons	60	850	:	910	:	1,435	:	533	:	1,968	:	1,383	:	2,878
Quarts	22	105	:	127	:	303	:	125	:	428	:	230	:	555
Pints	3	16	:	19	:	2	:		:	2	:	16	:	21
Half pints	154	708	:	862	:	36	:	19	:	55	:	727	:	917
Other 1/3 Qts.	3	203	:	206	:		:	3	:	3	:	206	:	209
Bulk:			:		:		:		:		:		:	
(5-10 qts.)	3		:	12	:		:		:	35	:		:	47
(over 10 qts.)	573		:	720	:	108	:		:	138	:		:	858
Total	1,631	1,904	:	4,267	:	2,655	:	680	:	3,508	:	2,584	:	7,775

ST. LOUIS 6/9

Gallons	520	4,948	:	:	5,468	:	305	:	309	:	:	614	:	825	:	5,257	:	6,082	:
Half gallons	960	19,777	:	:	20,737	:	4,904	:	1,098	:	:	6,002	:	5,864	:	20,875	:	26,739	:
Quarts	159	1,566	:	:	1,725	:	434	:	111	:	:	545	:	593	:	1,677	:	2,270	:
Pints	2	230	:	:	232	:	:	:	2	:	:	2	:	2	:	232	:	234	:
Half pints	302	4,874	:	:	5,176	:	3	:	11	:	:	14	:	305	:	4,885	:	5,190	:
Other 1/3 Qt.	:	25	:	:	25	:	:	:	:	:	:	:	:	:	:	25	:	25	:
Bulk:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
(5-10 qts.)	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
(over 10 qt.)	1,925	:	:	:	1,925	:	25	:	:	:	:	25	:	1,950	:	:	:	1,950	:
Total:	1,943	31,420	:	:	35,288	:	5,646	:	1,531	:	:	7,202	:	7,589	:	32,951	:	42,490	:

Continued

Table 3.--Whole milk sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 58 Federal milk order markets 1/November 1964 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
Thousand pounds												
SAN ANTONIO												
Gallons	2,809	580		3,389	1,306	3		1,309	4,115	583		4,698
Half gallons	216	5,062		5,278	971	178		1,149	1,187	5,240		6,427
Quarts	99	825		924	325	53		378	424	878		1,302
Pints		87		87		2		2		89		89
Half pints	560	1,109		1,669	6	13		19	566	1,122		1,688
Other												
Bulk:												
(5-10 qts.)				24				179				203
(over 10 qts.)	1,221		338	1,559	7		41	48	1,228			1,607
Total	3,684	7,663	362	12,930	2,608	249	220	3,084	6,292	7,912	582	16,014
SIOUX FALLS-MITCHELL												
Gallons												
Half gallons	78	1,371		1,449	847	1,356		2,203	925	2,727		3,652
Quarts	14	218		232	174	221		395	188	439		627
Pints												
Half pints	3	221		224	2	158		160	5	379		384
Other												
Bulk:												
(5-10 qts.)												
(over 10 qts.)	218		111	329	272			272	490		111	601
Total	95	1,810	111	2,234	1,023	1,735		3,030	1,118	3,545	111	5,264
SOUTH BEND-LAPORTE-ELKHART												
Gallons	1,422	1,026		2,448	1,124	58		1,182	2,546	1,084		3,630
Half gallons	181	1,730		1,911	781	1,263		2,044	962	2,993		3,955
Quarts	55	158		213	133	139		272	188	297		485
Pints	8/	11		11	8/	10		10	8/	21		21
Half pints	53	683		736	34	128		162	87	811		898
Other	2	100		102	9	43		52	11	143		154
Bulk:												
(5-10 qts.)	69			69	4			4	73			73
(over 10 qts.)	393			393	24			24	417			417
Total	1,713	3,708		5,883	2,081	1,641		3,750	3,794	5,349		9,633

Continued

Table 3.--Whole milk sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 58 Federal milk order markets 1/, November 1964 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
Thousand pounds												
SOUTHEASTERN FLORIDA												
Gallons	4,694			4,694	1,405			1,405	6,099			6,099
Half gallons	2,632	9,025		11,657	3,723	318		4,041	6,355	9,343		15,698
Quarts	10	2,980		2,990	2,096	189		2,285	2,106	3,169		5,275
Pints		645		645		43		43		688		688
Half pints		4,216		4,216		36		36		4,252		4,252
Other												
Bulk:												
(5-10 qts.)							459	459			459	459
(over 10 qts.)	463		1,009	1,472	5		1	6	468		1,010	1,478
Total	7,336	16,866	1,009	25,674	7,224	586	460	8,275	14,560	17,452	1,469	33,949
SOUTHERN MICHIGAN												
Gallons												
Half gallons	18,797	69,895		88,692	29,797	5,168		34,965	48,594	75,063		123,657
Quarts	1,318	5,278		6,596	10,558	949		11,507	11,876	6,227		18,103
Pints	18	1,993		2,011	13	23		36	31	2,016		2,047
Half pints	1,374	13,255		14,629					1,374	13,255		14,629
Other 10 oz.	1	1,946		1,947					1	1,946		1,947
Bulk:												
(5-10 qts.)	4,427			4,427					4,427			4,427
(Over 10 qts.)												
Total	21,508	92,367		118,302	40,368	6,140		46,508	61,876	98,507		164,810
SOUTHWEST KANSAS												
Gallons	36	204		240	14			14	50	204		254
Half gallons	8	1,802		1,810	17	241		258	25	2,043		2,068
Quarts 9/	4	591		595	12	15		27	16	606		622
Pints												
Half pints												
Other												
Bulk:												
(5-10 qts.)							12	12			12	12
(over 10 qts.)	21			21	37			37	58			58
Total	48	2,597		2,666	43	256	12	348	91	2,853	12	3,014

Continued

Continued

Table 3.--Whole milk sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 58 Federal milk order markets 1/, November 1964 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
Thousand pounds												
SUBURBAN ST. LOUIS 6/												
Gallons	901	1,304		2,205	12	80		92	913	1,384		2,297
Half gallons	1,125	8,123		9,248	160	876		1,036	1,285	8,999		10,284
Quarts	118	751		869	84	66		150	202	817		1,019
Pints					3			3	3			3
Half pints	347	1,784		2,131		6		6	347	1,790		2,137
Other 1/3 qts.		93		93						93		93
Bulk:												
(5-10 qts.)												
(over 10 qts.)	898			898	1			1	899			899
Total	2,491	12,055		15,444	259	1,028		1,288	2,750	13,083		16,732
TEXAS PANHANDLE												
Gallons	136	1,855		1,991	155	537		692	291	2,392		2,683
Half gallons	54	3,757		3,811	229	1,564		1,793	283	5,321		5,604
Quarts	15	253		268	67	133		200	82	386		468
Pints		35		35		13		13		48		48
Half pints		843		843		382		382		1,225		1,225
Other												
Bulk:												
(5-10 qts.)				26			72	72			98	98
(over 10 qts.)				658			182	182			840	840
Total	205	6,743	684	7,632	451	2,629	254	3,334	656	9,372	938	10,966
TRI-STATE												
Gallons	9,652	4,812	69	14,533	2,421	396		2,817	12,073	5,208	69	17,350
Half gallons	826	3,028		3,854	543	400		943	1,369	3,428		4,797
Quarts	149	1,469		1,618	226	181		407	375	1,650		2,025
Pints	5	382		387	4	7		11	9	389		398
Half pints	349	2,754		3,103	91	81		172	440	2,835		3,275
Other												
Bulk:												
(5-10 qts.)				77			59	59			136	136
(over 10 qts.)	514			514	1			1	515			515
Total	10,981	12,445	146	24,086	3,285	1,065	59	4,410	14,266	13,510	205	28,496

Continued

Table 3.--Whole milk sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 58 Federal milk order markets 1/, November 1964 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
Thousand pounds												
WHEELING												
Gallons	1,125	1,983	:	3,108	832	786	:	1,618	1,957	2,769	:	4,726
Half gallons	474	1,696	:	2,170	742	551	:	1,293	1,216	2,247	:	3,463
Quarts	59	657	:	716	365	227	:	592	424	884	:	1,308
Pints	1	134	:	135	1	1	:	2	2	135	:	137
Half pints	158	705	:	863	:	:	:	:	158	705	:	863
Other	:	:	:	:	:	:	:	:	:	:	:	:
Bulk:	:	:	:	:	:	:	:	:	:	:	:	:
(5-10 qts.)	:	:	:	:	:	:	:	111	:	:	:	111
(over 10 qts.)	132	:	124	256	:	:	:	:	132	:	:	256
Total	1,817	5,175	124	7,248	1,940	1,565	111	3,616	3,757	6,740	235	10,864
WICHITA												
Gallons	327	2,269	:	2,596	453	453	:	906	780	2,722	:	3,502
Half gallons	61	4,565	:	4,626	256	1,043	:	1,299	317	5,608	:	5,925
Quarts	9	510	:	519	160	142	:	302	169	652	:	821
Pints	:	:	:	:	:	:	:	:	:	:	:	:
Half pints	16	1,168	:	1,184	28	66	:	94	44	1,234	:	1,278
Other 1/3 qts.	:	106	:	106	:	:	:	:	:	106	:	106
Bulk:	:	:	:	:	:	:	:	:	:	:	:	:
(5-10 qts.)	:	:	309	309	:	:	268	268	:	:	577	577
(over 10 qts.)	242	:	:	242	211	:	:	211	453	:	:	453
Total	413	8,618	309	9,582	897	1,704	268	3,080	1,310	10,322	577	12,662

TOTAL (58 MARKETS)

Gallons	91,855	96,154	2,285	190,294	83,646	9,456	68	93,170	175,501	105,610	2,353	283,464
Half gallons	69,836	518,183	35	588,054	164,487	75,793	---	240,280	234,323	593,976	35	828,334
Quarts	10,176	76,526	1	86,703	69,029	16,020	---	85,049	79,205	92,546	1	171,752
Pints	691	15,898	---	16,589	137	826	---	963	828	16,724	---	17,552
Half pints	14,815	146,827	1	161,643	1,337	6,135	---	7,472	16,152	152,962	1	169,115
Other	66	6,076	---	6,142	19	331	---	350	85	6,407	---	6,492
Bulk:	:	:	:	:	:	:	:	:	:	:	:	:
(5-10 qts.)	6,489	---	2,219	8,708	95	---	8,254	8,349	6,584	---	10,473	17,057
(over 10 qts.)	35,071	---	29,987	65,058	3,322	---	1,923	5,245	38,393	---	31,910	70,303
Total	187,439	859,664	34,528	1,123,191	318,655	108,561	10,245	440,878	506,094	968,225	44,773	1,564,069

(R) Represents sales made by two or less handlers, which cannot be shown without revealing volume of their individual business.
 1/ Number of markets for which complete data were available. 2/ Includes 1/3 quarts.
 4/ Includes pints. 5/ Includes gallons. 6/ Retail includes some plant store sales. 7/ Includes plastic lined boxes.
 8/ Less than 500 pounds. 9/ Includes 1/2 pints. 10/ Data for the month of April. 11/ Includes other.

Table 4.--Percentage of total fluid milk sold wholesale and home-delivered, in various sizes and types of containers by handlers regulated in 68 Federal milk order markets 1/, November 1964

Marketing area	Size of Container										Type of Container					Method of Distribution	
	Gal.	1/2-Gal.	Qt.	Pt.	1/2-Pt.		Other	Bulk		Glass	Paper	Plas- tic	Cans	Whole- sale	Home- delivered		
					Gal.	Qt.		5-10 Qt.	Over 10 Qt.								
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent		
Appalachian	6	50	20	4	16	*	---	---	4	13	83	2	2	79	21		
Austin-Waco	24	38	10	2	12	---	---	(R)	(R)	32	54	(R)	(R)	79	21		
Black Hills	5	62	7	1	9	*	5	11	11	8	76	16	---	71	29		
Cedar Rapids-Iowa City	10	58	11	2	12	1	1	5	5	18	77	5	*	71	29		
Central Arizona	5	58	12	2	9	(R)	5	9	9	14	71	6	9	74	26		
Central Arkansas	4	63	10	3	13	*	1	6	6	9	85	6	---	88	12		
Central West Texas	14	61	7	1	10	---	1	6	6	10	83	7	---	77	23		
Chattanooga	26	44	10	5	11	---	1	3	3	12	78	10	*	90	10		
Chicago	35	38	10	3	8	1	1	4	4	43	51	4	2	63	37		
Cincinnati	11	60	12	3	11	*	*	3	3	44	53	*	3	---	---		
Clarksburg	60	15	10	1	7	---	---	7	7	16	77	5	2	81	19		
Columbus	16	53	10	2	10	*	4	5	5	41	50	8	1	65	35		
Corpus Christi	28	42	11	1	12	*	---	6	6	29	65	6	---	70	30		
Dayton-Springfield	35	37	10	3	12	---	*	3	3	39	57	3	1	62	38		
Delaware Valley	7	44	34	2	7	1	1	4	4	48	47	2	3	55	45		
Des Moines	13	54	14	2	3/11	(R)	1	5	5	31	63	1	5	64	36		
Duluth-Superior	(R)	58	27	2	7	(R)	---	5	5	29	66	4	1	82	18		
Eastern Colorado	14	58	10	1	10	*	*	7	7	22	71	6	1	68	32		
Eastern South Dakota	3	68	7	2	10	*	---	10	10	21	69	---	10	79	21		
Fort Wayne	40	39	8	1	8	*	---	4	4	31	65	1	3	77	23		
Indianapolis	27	48	9	1	11	---	---	4	4	25	71	---	4	75	25		
Inland Empire	13	46	19	2	10	---	4	6	6	24	66	9	1	71	29		
Kansas City	16	59	8	1	10	*	*	6	6	14	81	4	1	82	18		
Knoxville	44	22	11	6	14	---	(R)	4/3	3	20	77	1	2	77	23		
Louisville-Lexington- Evansville	19	46	10	3	13	*	(R)	4/9	9	19	72	8	1	78	22		
Lubbock-Plainview	15	61	7	2	10	---	1	4	4	---	95	5	---	72	28		
Madison	22	46	10	2	12	*	1	7	7	23	69	2	6	59	41		
Memphis	---	68	11	3	14	*	(R)	4/4	4	5	91	---	4	93	7		
Michigan Upper Peninsula	*	62	20	1	10	---	---	7	7	24	70	---	6	79	21		
Milwaukee	24	52	8	2	10	1	*	3	3	35	61	2	2	70	30		

Continued

Table 4.--Percentage of total fluid milk sold wholesale and home-delivered, in various sizes and types of containers by handlers regulated in 68 Federal milk order markets 1/, November 1964 -Continued

Marketing area	Size of Container										Type of Container										Method of			
	Gal.		Qt.		Pt.		1/2-Pt.		Other		Bulk		Glass		Paper		Plas- tic		Cans		Whole- sale		Home- delivered	
	Gal.	1/2-Gal.	Qt.	1/2-Gal.	Qt.	Pt.	1/2-Pt.	1/2-Pt.	Other	5-10 Qt.	Over 10 Qt.	Gal.	Qt.	Gal.	Qt.	Gal.	Qt.	Gal.	Qt.	Gal.	Qt.	Gal.	Qt.	
Minneapolis-St. Paul Mississippi Delta Nashville	5	71	5	3	8	2	1	5				22		71	4			3						
	(R)	58	17	3	19	(R)		(R)				(R)		92				(R)						
	7	58	15	3	13							6		90	*			4						
	6	62	14	2	9	*	1	6				16		77	1			6						
Nebraska-Western Iowa Neosho Valley	22	53	8	2	13	2						6		94										
New Orleans North Central Iowa North Central Ohio North Texas	8	48	25	2	12	(R)		(R)				25		72	(R)			3						
	8	60	11	2	10							21		70	3			6						
	21	52	9	1	14	*						32		60	5			4						
	26	47	8	4	10							21		74	5									
Northeastern Ohio Northeastern Wisconsin Northern Louisiana Oklahoma Metropolitan Ozarks 6/	(R)	5/72	16	2	9	*		*				61		38	*			1						
	19	49	16	1	11	2		1				29		70	*			1						
	8	57	13	1	3/17	(R)		*				28		68	3			1						
	19	53	9	1	10	1		4				17		76	6			1						
	16	48	7	1	14	*						3		83				7/14						
Paducah 6/ Puget Sound 8/ Quad Cities-Dubuque Red River Valley Rio Grande Valley	8	55	13	2	16	1						*		95				7/5						
	3	48	25	2	9	1		6				24		64	10			2						
	27	41	14	2	10	2		*				40		56	*			4						
	9	49	7	1	13	*		*				3		76	14			7						
	2	67	6	1	14			1				12		78				10						
Rock River Valley St. Joseph St. Louis 6/ San Antonio Sioux Falls-Mitchell	26	41	9	1	10	2		1				53		36	3			8						
	11	66	7	2	9	*		*				2		93				5						
	14	64	7	1	10	*						16		80				7/4						
	27	41	11	1	10			1				37		53	3			7						
	---	71	12	2	6	*						23		68	1			8						
S. Bend-LaPorte-Elkhart Southeastern Florida Southern Michigan Southwest Kansas Suburban St. Louis 6/	35	42	6	1	9	2		1				38		58				4						
	15	44	21	3	12	*		1				41		54	4			1						
	---	72	14	2	8	1		3				36		61				3						
	8	68	6	2	14	*		*				3		95				2						
	12	64	7	1	11	*						14		81				7/5						

Continued

Table 4.--Percentage of total fluid milk sold wholesale and home-delivered, in various sizes and types of containers by handlers regulated in 68 Federal milk order markets 1/, November 1964 -Continued

Marketing area	Size of Container										Type of Container				Method of Distribution	
	Percent										Percent				Percent	
	Gal.	1/2-Gal.	Qt.	Pt.	1/2-Pt.	Other	5-10 Qt.	Bulk	Over 10 Qt.	Glass	Paper	Plastic	Cans	Whole-sale	Home-delivered	
Texas Panhandle	22	52	6	1	11	---	1	7	---	6	86	8	---	69	31	
Toledo	22	56	10	2	9	---	---	1	---	32	67	---	1	77	23	
Tri-State	57	19	9	2	11	---	*	2	---	46	51	1	2	85	15	
Upper Chesapeake Bay	2	59	19	2	13	*	(R)	4/5	(R)	51	44	(R)	9/5	70	30	
Washington, D. C.	(R)	62	17	3	13	(R)	3	1	(R)	22	74	(R)	(R)	76	24	
Western Colorado	*	66	14	2	10	*	---	8	---	3	89	8	---	75	25	
Wheeling	41	32	14	2	8	*	1	2	---	34	63	2	1	67	33	
Wichita	24	50	8	1	9	1	4	3	---	10	83	4	3	74	26	
Youngstown-Warren	(R)	76	11	1	10	(R)	(R)	4/1	(R)	54	45	*	1	68	32	

* Less than one-half of one percent.

(R) Represents sales made by two or less handlers, which cannot be shown without revealing volume of their individual business.

1/ Number of markets for which data were partially or completely available.

2/ Includes other.

3/ Includes 1/3 quarts.

4/ Includes 5-10 quarts.

5/ Includes gallons.

6/ Retail includes some plant store sales.

7/ Includes plastic lined boxes.

8/ Data for one week in November.

9/ Includes plastic.

10/ Data for the month of April.

Table 3.--Whole milk sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 58 Federal milk order markets 1/November 1964 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
Thousand pounds												
SAN ANTONIO												
Gallons	2,809	580		3,389	1,306	3		1,309	4,115	583		4,698
Half gallons	216	5,062		5,278	971	178		1,149	1,187	5,240		6,427
Quarts	99	825		924	325	53		378	424	878		1,302
Pints		87		87		2		2		89		89
Half pints	560	1,109		1,669	6	13		19	566	1,122		1,688
Other												
Bulk:												
(5-10 qts.)			24	24			179	179			203	203
(over 10 qts.)	1,221		338	1,559	7		41	48	1,228		379	1,607
Total	3,684	7,663	362	12,930	2,608	249	220	3,084	6,292	7,912	582	16,014
SIOUX FALLS-MITCHELL												
Gallons												
Half gallons		1,371		1,449	847	1,356		2,203	925	2,727		3,652
Quarts	14	218		232	174	221		395	188	439		627
Pints												
Half pints	3	221		224	2	158		160	5	379		384
Other												
Bulk:												
(5-10 qts.)												
(over 10 qts.)	218		111	329	272			272	490		111	601
Total	95	1,810	111	2,234	1,023	1,735		3,030	1,118	3,545	111	5,264
SOUTH BEND-LAPORTE-ELKHART												
Gallons	1,422	1,026		2,448	1,124	58		1,182	2,546	1,084		3,630
Half gallons	181	1,730		1,911	781	1,263		2,044	962	2,993		3,955
Quarts	55	158		213	133	139		272	188	297		485
Pints	8/	11		11	8/	10		10	8/	21		21
Half pints	53	683		736	34	128		162	87	811		898
Other	2	100		102	9	43		52	11	143		154
Bulk:												
(5-10 qts.)	69			69	4			4	73			73
(over 10 qts.)	393			393	24			24	417			417
Total	1,713	3,708		5,883	2,081	1,641		3,750	3,794	5,349		9,633

Continued

Table 3.--Whole milk sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 58 Federal milk order markets 1/, November 1964 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
Thousand pounds												
SUBURBAN ST. LOUIS 6/												
Gallons	901	1,304		2,205	12	80		92	913	1,384		2,297
Half gallons	1,125	8,123		9,248	160	876		1,036	1,285	8,999		10,284
Quarts	118	751		869	84	66		150	202	817		1,019
Pints					3			3	3			3
Half pints	347	1,784		2,131		6		6	347	1,790		2,137
Other 1/3 qts.		93		93						93		93
Bulk:												
(5-10 qts.)												
(over 10 qts.)	898			898	1			1	899			899
Total	2,491	12,055		15,444	259	1,028		1,288	2,750	13,083		16,732
TEXAS PANHANDLE												
Gallons	136	1,855		1,991	155	537		692	291	2,392		2,683
Half gallons	54	3,757		3,811	229	1,564		1,793	283	5,321		5,604
Quarts	15	253		268	67	133		200	82	386		468
Pints		35		35		13		13		48		48
Half pints		843		843		382		382		1,225		1,225
Other												
Bulk:												
(5-10 qts.)												
(over 10 qts.)				26			72	72			98	98
Total	205	6,743	684	7,632	451	2,629	254	3,334	656	9,372	938	10,966
TRI-STATE												
Gallons	9,652	4,812	69	14,533	2,421	396		2,817	12,073	5,208	69	17,350
Half gallons	826	3,028		3,854	543	400		943	1,369	3,428		4,797
Quarts	149	1,469		1,618	226	181		407	375	1,650		2,025
Pints	5	382		387	4	7		11	9	389		398
Half pints	349	2,754		3,103	91	81		172	440	2,835		3,275
Other												
Bulk:												
(5-10 qts.)												
(over 10 qts.)	514		77	77			59	59			136	136
Total	10,981	12,445	146	24,086	3,285	1,065	59	4,410	14,266	13,510	205	28,496

Continued

Table 3.--Whole milk sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 58 Federal milk order markets 1/, November 1964 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
Thousand pounds												
UPPER CHESAPEAKE BAY 10/												
Gallons	1,035	:	:	1,035	:	:	:	:	1,035	:	:	:
Half gallons	7,800	9,600	:	17,400	9,457	261	:	9,718	17,257	9,861	:	27,118
Quarts	877	2,618	:	3,495	3,079	226	:	3,305	3,956	2,844	:	6,800
Pints	18	422	:	440	1	7	:	8	19	429	:	448
Half pints 11/	98	5,285	:	5,383	8	7	:	15	106	5,292	:	5,398
Other	:	---	:	---	:	:	:	:	:	---	:	---
Bulk:	:	:	:	:	:	:	:	:	:	:	:	:
(5-10 qts.)	(R)	:	:	(R)	:	:	:	:	(R)	:	:	(R)
(over 10 qts.)	1,654	:	(R)	(R)	9	:	:	9	1,663	:	(R)	(R)
Total	9,828	17,925	(R)	30,066	12,545	501	:	13,055	22,373	18,426	(R)	43,121
WASHINGTON, D. C.												
Gallons	(R)	:	:	(R)	:	:	:	:	(R)	:	:	(R)
Half gallons	2,005	25,188	:	27,193	5,825	2,828	:	8,653	7,830	28,016	:	35,846
Quarts	217	3,249	:	3,466	3,260	657	:	3,917	3,477	3,906	:	7,383
Pints	(R)	982	:	(R)	:	117	:	117	(R)	1,099	:	(R)
Half pints	(R)	6,800	:	(R)	:	349	:	349	(R)	7,149	:	(R)
Other	:	:	:	:	:	:	:	:	:	:	:	:
Bulk:	:	:	:	:	:	:	:	:	:	:	:	:
(5-10 qts.)	(R)	:	(R)	(R)	:	:	:	:	(R)	:	(R)	(R)
(over 10 qts.)	372	:	:	372	124	:	:	124	496	:	:	496
Total	2,604	36,219	(R)	41,015	9,085	3,951	:	13,160	11,689	40,170	(R)	54,175
WESTERN COLORADO												
Gallons	:	1	:	1	:	:	:	:	:	1	:	1
Half gallons	:	1,208	:	1,208	66	418	:	484	66	1,626	:	1,692
Quarts	:	171	:	171	27	94	:	121	27	265	:	292
Pints	:	1	:	1	:	:	:	:	:	1	:	1
Half pints	:	277	:	277	:	:	:	:	:	277	:	277
Other	:	:	:	:	:	:	:	:	:	:	:	:
Bulk:	:	:	:	:	:	:	:	:	:	:	:	:
(5-10 qts.)	:	:	:	:	:	:	:	:	:	:	:	:
(over 10 qts.)	:	203	203	203	93	:	4	4	93	2,170	207	2,470
Total	:	1,658	203	1,861	93	512	4	609	93	2,170	207	2,470

Continued

Table 3.--Whole milk sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 58 Federal milk order markets 1/, November 1964 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
Thousand pounds												
WHEELING												
Gallons	1,125	1,983	:	3,108	832	786	:	1,618	1,957	2,769	:	4,726
Half gallons	474	1,696	:	2,170	742	551	:	1,293	1,216	2,247	:	3,463
Quarts	59	657	:	716	365	227	:	592	424	884	:	1,308
Pints	1	134	:	135	1	1	:	2	2	135	:	137
Half pints	158	705	:	863	:	:	:	:	158	705	:	863
Other	:	:	:	:	:	:	:	:	:	:	:	:
Bulk:	:	:	:	:	:	:	:	:	:	:	:	:
(5-10 qts.)	:	:	:	:	:	:	:	111	:	:	:	111
(over 10 qts.)	132	:	124	256	:	:	:	:	132	:	:	256
Total	1,817	5,175	124	7,248	1,940	1,565	111	3,616	3,757	6,740	235	10,864
WICHITA												
Gallons	327	2,269	:	2,596	453	453	:	906	780	2,722	:	3,502
Half gallons	61	4,565	:	4,626	256	1,043	:	1,299	317	5,608	:	5,925
Quarts	9	510	:	519	160	142	:	302	169	652	:	821
Pints	:	:	:	:	:	:	:	:	:	:	:	:
Half pints	16	1,168	:	1,184	28	66	:	94	44	1,234	:	1,278
Other 1/3 qts.	:	106	:	106	:	:	:	:	:	106	:	106
Bulk:	:	:	:	:	:	:	:	:	:	:	:	:
(5-10 qts.)	:	:	309	309	:	:	268	268	:	:	577	577
(over 10 qts.)	242	:	:	242	211	:	:	211	453	:	:	453
Total	413	8,618	309	9,582	897	1,704	268	3,080	1,310	10,322	577	12,662

TOTAL (58 MARKETS)												
Gallons	91,855	96,154	2,285	190,294	83,646	9,456	68	93,170	175,501	105,610	2,353	283,464
Half gallons	69,836	518,183	35	588,054	164,487	75,793	---	240,280	234,323	593,976	35	828,334
Quarts	10,176	76,526	1	86,703	69,029	16,020	---	85,049	79,205	92,546	1	171,752
Pints	691	15,898	---	16,589	137	826	---	963	828	16,724	---	17,552
Half pints	14,815	146,827	1	161,643	1,337	6,135	---	7,472	16,152	152,962	1	169,115
Other	66	6,076	---	6,142	19	331	---	350	85	6,407	---	6,492
Bulk:	:	:	:	:	:	:	:	:	:	:	:	:
(5-10 qts.)	6,489	---	2,219	8,708	95	---	8,254	8,349	6,584	---	10,473	17,057
(over 10 qts.)	35,071	---	29,987	65,058	3,322	---	1,923	5,245	38,393	---	31,910	70,303
Total	187,439	859,664	34,528	1,123,191	318,655	108,561	10,245	440,878	506,094	968,225	44,773	1,564,069

(R) Represents sales made by two or less handlers, which cannot be shown without revealing volume of their individual business.
 1/ Number of markets for which complete data were available. 2/ Includes 1/3 quarts.
 4/ Includes pints. 5/ Includes gallons. 6/ Retail includes some plant store sales. 7/ Includes plastic lined boxes.
 8/ Less than 500 pounds. 9/ Includes 1/2 pints. 10/ Data for the month of April. 11/ Includes other.

Table 4.--Percentage of total fluid milk sold wholesale and home-delivered, in various sizes and types of containers by handlers regulated in 68 Federal milk order markets 1/, November 1964

Marketing area	Size of Container										Type of Container				Method of Distribution	
	Percent										Percent				Percent	
	Gal.	$\frac{1}{2}$ -Gal.	Qt.	Pt.	$\frac{1}{2}$ -Pt.	Other	Bulk	5-10	Over	Qt.	Glass	Paper	Plastic	Cans	Whole-sale	Home-delivered
Appalachian	6	50	20	4	16	*	---	---	4	---	13	83	2	2	79	21
Austin-Waco	24	38	10	2	12	---	(R)	(R)	(R)	---	32	54	(R)	(R)	79	21
Black Hills	5	62	7	1	9	*	5	11	11	---	8	76	16	---	71	29
Cedar Rapids-Iowa City	10	58	11	2	12	1	1	5	5	---	18	77	5	*	71	29
Central Arizona	5	58	12	2	9	(R)	5	9	9	---	14	71	6	9	74	26
Central Arkansas	4	63	10	3	13	*	1	6	6	---	9	85	6	---	88	12
Central West Texas	14	61	7	1	10	---	1	6	6	---	10	83	7	---	77	23
Chattanooga	26	44	10	5	11	---	1	3	3	---	12	78	10	*	90	10
Chicago	35	38	10	3	8	1	1	4	4	---	43	51	4	2	63	37
Cincinnati	11	60	12	3	11	*	*	3	3	---	44	53	*	3	---	---
Clarksburg	60	15	10	1	7	---	---	---	7	---	16	77	5	2	81	19
Columbus	16	53	10	2	10	*	4	5	5	---	41	50	8	1	65	35
Corpus Christi	28	42	11	1	12	*	---	6	6	---	29	65	6	---	70	30
Dayton-Springfield	35	37	10	3	12	---	*	3	3	---	39	57	3	1	62	38
Delaware Valley	7	44	34	2	7	1	1	4	4	---	48	47	2	3	55	45
Des Moines	13	54	14	2	3/11	(R)	1	5	5	---	31	63	1	5	64	36
Duluth-Superior	(R)	58	27	2	7	(R)	---	5	5	---	29	66	4	1	82	18
Eastern Colorado	14	58	10	1	10	*	*	7	7	---	22	71	6	1	68	32
Eastern South Dakota	3	68	7	2	10	*	---	10	10	---	21	69	---	10	79	21
Fort Wayne	40	39	8	1	8	*	---	4	4	---	31	65	1	3	77	23
Indianapolis	27	48	9	1	11	---	---	4	4	---	25	71	---	4	75	25
Inland Empire	13	46	19	2	10	---	4	6	6	---	24	66	9	1	71	29
Kansas City	16	59	8	1	10	*	*	6	6	---	14	81	4	1	82	18
Knoxville	44	22	11	6	14	---	(R)	4/3	3	---	20	77	1	2	77	23
Louisville-Lexington-Evansville	19	46	10	3	13	*	(R)	4/9	9	---	19	72	8	1	78	22
Lubbock-Plainview	15	61	7	2	10	---	1	4	4	---	---	95	5	---	72	28
Madison	22	46	10	2	12	*	1	7	7	---	23	69	2	6	59	41
Memphis	---	68	11	3	14	*	(R)	4/4	4	---	5	91	---	4	93	7
Michigan Upper Peninsula	*	62	20	1	10	---	---	7	7	---	24	70	---	6	79	21
Milwaukee	24	52	8	2	10	1	*	3	3	---	35	61	2	2	70	30

Continued

Table 4.--Percentage of total fluid milk sold wholesale and home-delivered, in various sizes and types of containers by handlers regulated in 68 Federal milk order markets 1/, November 1964 -Continued

Marketing area	Size of Container										Type of Container					Method of Distribution	
	Gal.	1/2-Gal.	Qt.	Pt.	1/2-Pt.	Other	Bulk		Glass	Paper	Plastic	Cans	Whole-sale	Home-delivered			
	Gal.	1/2-Gal.	Qt.	Pt.	1/2-Pt.	Other	5-10 Qt.	Over 10 Qt.	Qt.	10 Qt.	Percent	Percent	Percent	Percent			
Minneapolis-St. Paul	5	71	5	3	8	2	1	5	22	71	4	3	---	---			
Mississippi Delta	(R)	58	17	3	19	(R)	---	(R)	(R)	92	---	(R)	87	13			
Nashville	7	58	15	3	13	---	---	4	6	90	*	4	81	19			
Nebraska-Western Iowa	6	62	14	2	9	*	1	6	16	77	1	6	65	35			
Neosho Valley	22	53	8	2	13	2	---	---	6	94	---	---	90	10			
New Orleans	8	48	25	2	12	(R)	(R)	3	25	72	(R)	3	70	30			
North Central Iowa	8	60	11	2	10	---	---	6	21	70	3	6	68	32			
North Central Ohio	21	52	9	1	14	*	---	3	32	60	5	4	75	25			
North Texas	26	47	8	4	10	---	1	4	21	74	5	---	85	15			
Northeastern Ohio	(R)	5/72	16	2	9	*	*	1	61	38	*	1	63	37			
Northeastern Wisconsin	19	49	16	1	11	2	1	1	29	70	*	1	57	43			
Northern Louisiana	8	57	13	1	3/17	(R)	*	4	28	68	3	1	69	31			
Oklahoma Metropolitan	19	53	9	1	10	1	4	3	17	76	6	1	73	27			
Ozarks 6/	16	48	7	1	14	*	---	14	3	83	---	7/14	91	9			
Paducah 6/	8	55	13	2	16	1	---	5	*	95	---	7/5	89	11			
Puget Sound 8/	3	48	25	2	9	1	6	6	24	64	10	2	---	---			
Quad Cities-Dubuque	27	41	14	2	10	2	*	4	40	56	*	4	61	39			
Red River Valley	9	49	7	1	13	*	*	21	3	76	14	7	96	4			
Rio Grande Valley	2	67	6	1	14	---	1	9	12	78	---	10	77	23			
Rock River Valley	26	41	9	1	10	2	1	10	53	36	3	8	52	48			
St. Joseph	11	66	7	2	9	*	*	5	2	93	---	5	93	7			
St. Louis 6/	14	64	7	1	10	*	---	4	16	80	---	7/4	83	17			
San Antonio	27	41	11	1	10	---	1	9	37	53	3	7	81	19			
Sioux Falls-Mitchell	---	71	12	2	6	*	---	9	23	68	1	8	39	61			
S. Bend-LaPorte-Elkhart	35	42	6	1	9	2	1	4	38	58	---	4	60	40			
Southeastern Florida	15	44	21	3	12	*	1	4	41	54	4	1	76	24			
Southern Michigan	---	72	14	2	8	1	3	---	36	61	---	3	72	28			
Southwest Kansas	8	68	6	2	14	*	*	2	3	95	---	2	89	11			
Suburban St. Louis 6/	12	64	7	1	11	*	---	5	14	81	---	7/5	92	8			

Continued

Table 4.--Percentage of total fluid milk sold wholesale and home-delivered, in various sizes and types of containers by handlers regulated in 68 Federal milk order markets 1/, November 1964 -Continued

Marketing area	Size of Container										Type of Container					Method of Distribution	
	Gal.	1/2-Gal.	Qt.	Pt.	1/2-Pt.	Other	Bulk		Glass	Paper	Plastic	Cans	Whole-sale	Home-delivered			
							5-10	Over									
							Qt.	10 Qt.									
				</													

* Less than one-half of one percent.

(R) Represents sales made by two or less handlers, which cannot be shown without revealing volume of their individual business.

1/ Number of markets for which data were partially or completely available.

2/ Includes other.

3/ Includes 1/3 quarts.

4/ Includes 5-10 quarts.

5/ Includes gallons.

6/ Retail includes some plant store sales.

7/ Includes plastic lined boxes.

8/ Data for one week in November.

9/ Includes plastic.

10/ Data for the month of April.

Table 7.--Percentage of milk and cream mixtures sold wholesale and home-delivered, in various sizes and types of containers by handlers regulated in 67 Federal milk order markets 1/, November 1964 -Continued

Marketing area	Size of Container										Type of Container				Method of Distribution	
	Gal.	1/2-Gal.	Qt.	Pt.	1/2-Pt.	Other	Bulk		5-10 Qt.	Over 10 Qt.	Glass	Paper	Plastic	Cans	Whole-sale	Home-delivered
							Percent	Percent								
Texas Panhandle	---	---	23	77	---	---	---	---	---	---	(R)	6/100	---	---	63	37
Toledo	---	---	49	49	---	---	---	---	2	---	27	71	---	2	77	23
Tri-State	2	---	50	48	---	---	---	---	---	---	3	97	---	---	91	9
Upper Chesapeake Bay	---	---	51	42	---	3	---	---	4	---	19	77	---	4	88	12
Washington, D. C.	---	---	57	38	---	(R)	---	---	(R)	---	2/9	91	---	(R)	86	14
Western Colorado	---	---	7	93	---	---	---	---	---	---	4	96	---	---	82	18
Wheeling	---	2	55	40	---	2	---	---	1	---	5	94	---	1	83	17
Wichita	1	---	21	77	1	---	---	---	---	---	3	97	---	---	85	15
Youngstown-Warren	(R)	---	8/44	46	---	---	---	---	10	---	20	70	---	10	85	15

* Less than one-half of one percent.

(R) Represents sales made by two or less handlers, which cannot be shown without revealing volume of their individual business.

1/ Number of markets for which data were partially or completely available.

2/ Includes cans.

3/ Retail includes some plant store sales.

4/ Data for one week in November.

5/ Includes quarts.

6/ Includes glass.

7/ Data for the month of April

8/ Includes gallons.

Table 8.--Percentage of cream sold wholesale and home-delivered, in various sizes and types of containers by handlers regulated in 67 Federal milk order markets 1/, November 1964

Marketing area	Size of Container										Type of Container					Method of	
	Percent										Percent					Distribution	
	Gal.	1/2-Gal.	Qt.	Pt.	1/2-Pt.	Other	5-10	Bulk	Over	Qt.	Glass	Paper	Plas- tic	Cans	Whole- sale	Home- delivered	
Appalachian	---	---	20	4	44	32	---	---	---	---	---	100	---	---	88	12	
Austin-Waco	6	3	17	---	74	---	---	---	---	6	94	---	---	---	89	11	
Black Hills	---	---	16	11	47	26	---	---	---	5	95	---	---	---	79	21	
Cedar Rapids-Iowa City	---	---	4	---	37	59	---	---	---	3	97	---	---	---	86	14	
Central Arizona	---	5	5	31	46	---	10	3	---	1	86	10	3	---	90	10	
Central Arkansas	---	---	16	5	79	---	---	---	---	5	95	---	---	---	95	5	
Central West Texas	---	---	12	---	88	---	---	---	---	---	100	---	---	---	91	9	
Chattanooga	8	---	16	---	76	---	---	---	---	3	97	---	---	---	97	3	
Chicago	4	4	11	27	37	*	8	9	---	4	78	7	11	---	92	8	
Cincinnati	---	---	14	6	74	4	---	2	---	13	85	---	2	---	---	---	
Clarksburg	---	---	---	---	100	---	---	---	---	---	100	---	---	---	100	---	
Columbus	---	10	15	6	58	1	---	10	---	6	84	---	10	---	89	11	
Corpus Christi	3	2	16	8	65	6	---	---	---	5	95	---	---	---	78	22	
Dayton-Springfield	---	---	19	6	74	---	---	1	---	10	89	---	1	---	84	16	
Delaware Valley	---	---	17	25	28	1	12	17	---	48	2/24	(R)	28	---	76	24	
Des Moines	---	---	11	3	86	---	---	---	---	14	86	---	---	---	83	17	
Duluth-Superior	---	---	6	37	49	8	---	---	---	(R)	(R)	---	---	---	89	11	
Eastern Colorado	4	3	10	11	41	*	23	8	---	*	69	28	3	---	92	8	
Eastern South Dakota	---	---	(R)	3/19	75	6	---	---	---	6	94	---	---	---	88	12	
Fort Wayne	---	---	6	3	49	21	---	---	21	8	71	---	---	21	92	8	
Indianapolis	1	1	14	1	83	---	---	---	---	14	86	---	---	---	77	23	
Inland Empire	---	1	19	9	67	---	---	4	---	11	85	---	---	4	87	13	
Kansas City	---	---	7	---	46	47	---	---	---	1	99	---	---	---	92	8	
Knoxville	---	---	20	(R)	58	---	(R)	---	---	4/9	91	---	---	(R)	89	11	
Louisville-Lexington- Evansville	*	*	24	2	52	---	---	---	---	10	68	5	17	---	86	14	
Lubbock-Plainview	---	---	5/17	(R)	83	---	---	---	---	---	100	---	---	---	83	17	
Madison	---	(R)	6	5	86	---	---	(R)	---	4/7	93	---	(R)	---	63	37	
Memphis	---	(R)	37	(R)	54	3	---	---	---	---	100	---	---	---	95	5	
Michigan Upper Peninsula	---	---	11	3	86	---	---	---	---	22	78	---	---	---	81	19	

Continued

Table 8.--Percentage of cream sold wholesale and home-delivered, in various sizes and types of containers by handlers regulated in 67 Federal milk order markets 1/, November 1964 -Continued

Marketing area	Size of Container										Type of Container					Method of								
	Gal. : 1/2-Gal. :					Qt. :					Glass :					Plas- :					Whole- :		Home-	
	Percent					Percent					Percent					Percent					sale :		delivered	
	Gal. :	1/2-Gal. :	Qt. :	Pt. :	1/2-Pt. :	Other :	Bulk :	5-10 :	Over :	Qt. :	10 Qt. :		Glass :	Paper :	Plas- :	Cans :	Whole- :	Home-						
																	sale :	delivered						
Milwaukee	4	2	6	22	58	4	---	---	4	---	---	7	86	3	4	---	88	12						
Minneapolis-St. Paul	---	*	7	30	38	13	---	---	12	---	---	5	83	---	12	---	---	---						
Mississippi Delta	---	---	4	---	86	(R)	---	---	(R)	---	---	---	(R)	---	(R)	---	95	5						
Nashville	---	---	11	---	87	---	---	---	2	---	---	3	96	---	---	2	89	11						
Nebraska-Western Iowa	*	9	4	16	58	11	---	---	2	---	---	7	91	---	---	2	83	17						
Neosho Valley	---	---	2	5	93	---	---	---	---	---	---	---	100	---	---	---	100	---						
New Orleans	---	---	25	---	63	---	---	---	12	---	---	6	82	---	12	---	87	13						
North Central Iowa	---	---	5	4	91	---	---	---	---	---	---	29	71	---	---	---	83	17						
North Central Ohio	---	---	11	5	67	15	---	---	2	---	---	11	79	8	2	---	80	20						
North Texas	---	---	5/24	(R)	72	---	---	---	4	---	---	2	94	4	---	---	93	7						
Northeastern Ohio	---	4	12	32	41	1	---	1	9	---	---	22	68	---	10	---	82	18						
Northeastern Wisconsin	1	1	4	6	88	---	---	---	---	---	---	10	90	---	---	---	71	29						
Northern Louisiana	---	2	25	---	67	---	---	---	6	---	---	31	63	(R)	(R)	---	80	20						
Oklahoma Metropolitan	---	1	7	2	70	19	---	---	1	---	---	4	95	---	---	1	88	12						
Ozarks 6/	---	---	---	4	89	3	---	---	4	---	---	---	96	---	7/4	---	100	---						
Paducah 6/	---	---	7	7	57	29	---	---	---	---	---	---	100	---	---	---	93	7						
Puget Sound 8/	---	---	3	28	34	---	---	---	35	---	---	1	64	---	35	---	---	---						
Quad Cities-Dubuque	---	2	6	2	64	3	---	---	23	---	---	9	68	7	16	---	89	11						
Red River Valley	---	---	9	---	91	---	---	---	---	---	---	---	100	---	---	---	96	4						
Rio Grande Valley	6	16	6	6	66	---	---	---	---	---	---	2	98	---	---	---	91	9						
Rock River Valley	---	6	24	---	70	---	---	---	---	---	---	30	70	---	---	---	57	43						
St. Joseph	---	---	(R)	---	3/48	52	---	---	---	---	---	(R)	(R)	---	---	---	95	5						
St. Louis 6/	1	3	24	2	47	18	---	---	5	---	---	7	88	---	7/5	---	90	10						
San Antonio	2	---	17	---	79	---	---	---	2	---	---	9	89	---	---	2	92	8						
Sioux Falls-Mitchell	---	---	---	9	61	30	---	---	---	---	---	---	100	---	---	---	36	64						
S.Bend-LaPorte-Elkhart	2	---	14	43	39	---	---	2	*	---	---	20	78	---	---	2	78	22						
Southeastern Florida	---	1	59	3	28	---	---	---	9	---	---	1	90	1	8	---	93	7						
Southern Michigan	---	---	29	7	44	9	---	11	---	---	---	15	74	---	---	11	82	18						

Continued

Table 8.--Percentage of cream sold wholesale and home-delivered, in various sizes and types of containers by handlers regulated in 67 Federal milk order markets 1/, November 1964 -Continued

Marketing area	Size of Container										Type of Container				Method of Distribution	
	Percent										Percent				Percent	
	Gal.	1/2-Gal.	Qt.	Pt.	1/2-Pt.	Other	Bulk	5-10 Qt.	Over 10 Qt.	Glass	Paper	Plastic	Cans	Wholesale	Home-delivered	
Suburban St. Louis 6/	---	---	1	3	95	---	---	1	5	94	---	7/ 1	94	6		
Texas Panhandle	---	(R)	6	(R)	88	---	---	---	(R)	9/100	---	---	72	28		
Toledo	---	---	7	15	74	---	---	4	10	86	---	4	82	18		
Tri-State	---	---	18	---	82	---	---	---	3	97	---	---	91	9		
Upper Chesapeake Bay 10/	---	---	44	1	29	---	---	26	39	35	---	26	81	19		
Washington, D. C.	---	---	32	20	34	(R)	---	(R)	5	2/ 81	(R)	14	85	15		
Western Colorado	---	7	---	---	73	20	---	---	---	100	---	---	93	7		
Wheeling	---	---	19	14	62	---	---	5	25	70	---	5	76	24		
Wichita	2	3	4	5	49	37	---	---	4	96	---	---	90	10		
Youngstown-Warren	---	---	25	26	43	3	---	3	42	39	16	3	86	14		

* Less than one-half of one percent.

(R) Represents sales made by two or less handlers, which cannot be shown without revealing volume of their individual business.

1/ Number of markets for which data were partially or completely available.

2/ Includes plastic.

3/ Includes quarts.

4/ Includes cans.

5/ Includes pints.

6/ Retail includes some plant store sales.

7/ Includes plastic lined boxes.

8/ Data for one week in November.

9/ Includes glass.

10/ Data for the month of April.

U.S. DEPARTMENT OF AGRICULTURE
Consumer and Marketing Service
Washington, D.C. 20250

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